

ASSIGNMENT 7

Textbook Assignment: "Speeches" and "Newspaper Staff Supervision." pages 6-22 through 7-13.

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| <p>7-1. Which of the following is a disadvantage of the opaque projector?</p> <ol style="list-style-type: none">1. It will not project graphs, clippings or maps2. It is a complex machine to operate3. It will not project thick objects.4. It does not illuminate the screen as brightly as other projectors | <p>7-4. Navy speakers prefer what visual aid?</p> <ol style="list-style-type: none">1. Opaque projector2. Overhead transparency projector3. Carousel slide projector4. Videotapes and associated equipment |
| <p>7-2. During a presentation, a Navy speaker jots down a few notes on an overhead transparency frame. what is the main advantage of this action?</p> <ol style="list-style-type: none">1. The speaker is not restricted by index cards or a script2. The speaker can eliminate hand gestures completely3. The speaker is better equipped to answer any critical questions4. The speaker becomes preoccupied with the transparency, eliminating any inherent nervousness | <p>7-5. When using an object during a speech, you should adhere to which of the following rules?</p> <ol style="list-style-type: none">1. Mounting the object on the front of the lectern2. Placing the object on a table3. Holding the object in your hands4. Hooking the object on a day marker or chalkboard |
| <p>7-3. You have found a videotape that will help clarify a speech you are planning. Before presenting it, you should take which of the following actions?</p> <ol style="list-style-type: none">1. Determine where you want to stop the videotape to discuss key parts2. Emphasize the key points of the videotape in an introduction3. Plan a post-videotape discussion that begins with you posing several rhetorical questions4. Edit out any unnecessary parts of the videotape to save time | <p>7-6. You are setting up a screen for showing slides in a 20- by 35-foot room with a level floor and a three-foot-high stage across one short end of the room. Where should you place the screen?</p> <ol style="list-style-type: none">1. In the middle of the stage and about 1/2 feet above the stage floor2. In the middle of the stage and about 4 1/2 feet above the stage floor3. At the opposite side from the lectern and about 1/2 feet above the floor4. As close as possible to the lectern and about 4 1/2 feet above the stage floor |

7-7. Keystoning is most accurately defined by what statement?

1. It is a disruption of the image in which the entire image is significantly reduced
2. It is a distortion of the image in which the entire image is proportionally enlarged
3. It is a distortion of the image in which the top of the picture is enlarged out of proportion
4. It is a disruption of the image in which a portion of the image is obscured by a foreign object

- A. Beaded
 - B. Matte
 - C. Rear Projection
 - D. Lenticular
 - E. High-Gain Aluminum

Figure 1

IN ANSWERING QUESTIONS 7-8 THROUGH 7-13, SELECT THE SCREEN TYPE IN FIGURE 1 THAT FITS THE DESCRIPTION USED AS THE QUESTION. RESPONSES IN FIGURE 1 MAY BE USED MORE THAN ONCE.

7-8. Capable of providing an image three or four times as bright as a matte screen:

1. B
2. C
3. D
4. E

7-9. Should be used in long, narrow rooms:

1. A
2. B
3. C
4. D

7-10. Capable of producing a reflected image approximately six times brighter than other screens:

1. B
2. C
3. D
4. E

7-11. Reflects images that are nearly equal in brightness at any viewing angle:

1. A
2. B
3. D
4. E

7-12. Permits close inspection of the screen image:

1. B
2. C
3. D
4. E

7-13. Has unique surface characteristics which allow it to be used in a normally lighted room:

1. B
2. C
3. D
4. E

7-14. You are giving a talk using a Carousel slide projector. To minimize eyestrain, you should use which of the following lighting approaches?

1. Use of the least possible light
2. Use of a small light at the front of the room
3. Use of some light behind or toward the rear of the audience
4. Use of some light on both sides of the audience

- 7-15. What is the purpose of using a feeding device when you are operating an overhead projector?
1. To prevent glare
 2. To prevent the risk of bulb failure from switching the light off and on too frequently
 3. To avoid the need for a helper
 4. To prevent damage to the transparencies
- 7-16. To keep the mechanics of a presentation in the background, you use a rear projection arrangement with an overhead projector. What type of screen is most desirable in this case?
1. A small, portable translucent screen
 2. A large, stationary translucent screen
 3. A beaded screen
 4. An opaque, lenticular screen
- 7-17. When giving a presentation that features the rear projection audiovisual arrangement, you encounter what main problem?
1. The extra work involved in reverse-mounting the transparencies
 2. The risk of tripping over the power cord
 3. The lack of room behind the screen
 4. The increased risk of bulb failure
- 7-18. Which of the following preparations for projection need NOT be/made before operation?
1. Checking the operation and controls of the machine(s)
 2. Running through the material for focus and quality of projection
 3. Situating the power cords so people will not trip over them
 4. Setting the machine(s) for long-range cue-in
- 7-19. To prevent feedback or squeal, you should place the sound system speakers in which of the following locations?
1. Directly in front of the lectern
 2. At the opposite side of the platform from the speaker's lectern and at the back
 3. As far as possible in front of the lectern but in front of the audience
 4. At the rear of the room
- 7-20. In addition to securing Navy speakers for all appropriate occasions, a local speakers bureau performs which of the following functions?
1. Issues audio tapes to AFRTS stations
 2. Provides technical advice to the motion picture industry on naval subjects
 3. Provides in-depth reference material concerning primary naval subjects
 4. Supports and administers the local Toastmasters club
- 7-21. *Navy Talking points* should be a part of your speakers bureau for which of the following reasons?
1. They provide information on important Navy issues that can be used in a speech
 2. They provide valuable information on how to run a speakers bureau
 3. They may be used to establish the policy of the speakers bureau
 4. They may be distributed to a group when a speaker is unavailable

- 7-22. Of the following items, which is, NOT normally a part of the command speakers bureau planning directive?
1. A current roster of participants
 2. Specific details on the operation of the bureau
 3. Applicable restrictions
 4. Current administrative procedures
- 7-23. Who, if anyone, should be excluded from participating in a speakers bureau?
1. Nonrated sailors
 2. Navy civilians
 3. Junior officers
 4. No one
- 7-24. What is the best way to recruit speakers for the speakers bureau?
1. Make sure the public affairs office is on the command check-in sheet and speak with each individual personally
 2. Ask the chairperson of the local Toastmasters chapter to place an advertisement in the local civilian newspaper
 3. Make sure excerpts from Chapter 6 of the JO1 & C TRAMAN are printed periodically in the Plan of the Day
 4. Ask the personnel officer for permission to review all personnel records on a quarterly basis
- 7-25. You can ease the task of recruiting speakers for a speakers bureau by taking what action?
1. Making sure participation in the speakers bureau carries extra weight in personnel evaluation
 2. Contacting prospective speakers during off-duty hours
 3. Publishing the speakers bureau directive in the Plan of the Day
 4. Publicizing any awards or commendations given to speakers bureau participants
- 7-26. A typical speaker's folder should include all except which of the following pieces of information?
1. Past public speaking training
 2. Preferred speaking style
 3. Biographical data sheet
 4. Past speaking engagements and evaluations
- 7-27. A speaker will be more inclined to accept a speaking engagement if the speakers bureau offers which of the following services?
1. A good civic organization file
 2. A complete reference library
 3. A large speaker folder
 4. A comprehensive letter file
- 7-28. The letter file of a speakers bureau is primarily used to store transcriptions of all speeches made during a calendar year.
1. True
 2. False
- 7-29. To develop appropriate speaking platforms, you must advertise your speakers bureau. You can do this by taking which of the following actions?
1. Informing nearby military commands
 2. Sending letters to various organizations
 3. Notifying the local Toastmasters club
 4. Each of the above
- 7-30. You receive a request for a speaker by telephone. Before firming up the speaking arrangements, what further action, if any, should you take?
1. Ask the caller for a follow-up letter
 2. Ask the caller if you can meet with him personally
 3. Call the PAO in next highest command in the chain and inform him of the request
 4. None

- 7-31. You receive a speaking request and decide that it is in the best interest of the Navy. You immediately make plans to perform an in-depth analysis of the audience, occasion and location. This should be accomplished by reviewing which of the following speakers bureau files?
1. Letter
 2. Civic organization
 3. Speaker
 4. Chamber of commerce
- 7-32. The public affairs office should provide speaker assistance in all except which of the following areas?
1. Selecting an appropriate topic
 2. Suggesting support material
 3. Providing a typewritten copy of the speech
 4. Assigning an assistant to help with the operation of audiovisual equipment, if requested
- 7-33. The senior JO should evaluate every speaking engagement by personally attending each one.
1. True
 2. False
- 7-34. A command may publish a funded newspaper if the combined military and civilian work force totals at least how many individuals?
1. 500
 2. 1000
 3. 1500
 4. 2000
- 7-35. When, if ever, is commercial advertising permitted in a funded newspaper?
1. When all advertising money is donated to the MWR fund of tile command
 2. When it is authorized by the CO and area coordinator
 3. When all advertising money is added to the public affairs allocation of a command's operating fund
 4. Never
- 7-36. Commercial advertising for a civilian enterprise (CE) newspaper is sold by what individual?
1. CE newspaper publisher
 2. CE newspaper editor
 3. PAO
 4. Senior JO
- 7-37. From the Navy's standpoint, what is the most appealing feature of the CE newspaper?
1. It is published at little real cost to the Navy
 2. It is staffed exclusively by personnel assigned by the CE newspaper publisher
 3. It is published at no cost to the Navy
 4. It is fully funded by participating local merchants
- 7-38. In a contractual relationship between a Navy command and a CE newspaper publisher, what should be the key consideration?
1. The overall profits received by the publisher
 2. The information needs of the command
 3. The distribution methods of the publisher
 4. The financial needs of the command

- 7-39. You should draft a CE newspaper contract using which of the following publications?
1. NAVPUBINST 5720 series
 2. PA Regs
 3. NAVPUBINST 5600.4 series
 4. Both 2 and 3 above
- 7-40. In a CE newspaper selection committee, the senior JO usually serves in which of the following capacities?
1. Technical advisor
 2. Voting member
 3. Committee chair
 4. Both 2 and 3 above
- 7-41. A CE newspaper contract must be rebid after a total of how many years?
1. Five
 2. Six
 3. Three
 4. Four
- 7-42. What is normally the minimum copy to reader ratio in a CE newspaper contract?
1. 1:5
 2. 1:6
 3. 1:7
 4. 1:8
- 7-43. The maximum number of pages per issue in a CE newspaper depends largely on which of the following factors?
1. The amount of advertising sold and the availability of editorial copy
 2. The frequency of publication and the availability of advertising sold
 3. The location of the editorial sources and the availability of production facilities
 4. The amount of advertising sold and the availability of production facilities.
- 7-44. When, if ever, should the name of a CE newspaper be registered as a trade name by the publisher?
1. When the total circulation of the newspaper exceeds 10,000
 2. When the total advertising space of the newspaper is less than 30 percent
 3. When the command accepts a minimum lump-sum payment of \$3,000 from the publisher
 4. Never
- 7-45. The total amount of commercial advertising in a CE newspaper may NOT exceed what percentage of the total newspaper?
1. 40
 2. 50
 3. 60
 4. 70
- 7-46. In a typical CE newspaper contract, what individual is responsible for distribution?
1. PAO
 2. CE newspaper publisher
 3. MWR officer
 4. Transportation officer
- 7-47. To determine whether a prospective publisher is reputable, you should gather data from which of the following sources?
1. Current or former clients of the publisher
 2. Better Business Bureau
 3. Chamber of Commerce
 4. All of the above
- 7-48. The CE newspaper publisher normally pays for and provides the Navy editorial staff with which of the following materials?
1. Computers
 2. Floppy disks
 3. Printer ribbons
 4. Paper

- 7-49. There are 42 tenant commands within NAS Coquina. The CO of this base is authorized to publish what number of CE or funded newspapers?
1. 1
 2. 5
 3. 21
 4. 42
- 7-50. A newspaper staff stylebook normally includes information on all except which of the following areas?
1. Headline styles
 2. Computer usage procedures
 3. Feature writing techniques
 4. Ship or aircraft squadron designations
- 7-51. The use of color photography in a CE newspaper is normally limited by which of the following factors?
1. The CE publisher's ability to make color available
 2. The overall cost of the color photorgraphy
 3. The color photography skills of Navy staff members
 4. The rules listed in NAVPUBINST 5720.4 series
- 7-52. You decide to run an "opinion" column in your CE or funded newspaper. If an opinion differs from command or Navy policy, what action, if any, should you take?
1. Rewrite the opinion to fall in line with command and Navy policy
 2. Run an editor's note at the end of the opinion that states it is not endorsed by the Navy or command
 3. Run the opinion as is, but offer your personal rebuttal at the end
 4. None
- 7-53. Which of the following individual normally serves as the editor of a CE newspaper?
1. Senior JO
 2. Government service employee
 3. Publisher employee
 4. Both 2 and 3 above?
- 7-54. What member of the CE or funded newspaper staff is responsible for the entire editorial content of the newspaper?
1. PAO
 2. Editor
 3. Associate editor
 4. Leisure editor
- 7-55. The assoicate editor of a CE or funded newspaper is responsible for all except which of the following tasks?
1. Assigning pages for layout
 2. Accepting or rejecting story assignments
 3. Coordinating the distributio of the newspaper with the publisher
 4. Supervising other editors
- ?-56. For which of the following reasons should the editor and associate editor do more than just manage the CE or funded newspaper staff?
1. To establish contacts and credibility
 2. To impress subordinate staff members and to win their trust
 3. To be competitive in the annual CHINFO Merit Awards competition
 4. To learn the different facets of newspaper production
- 7-57. Because of manning constraints, the sports editor of a CE or funded newspaper should set up a newsgathering system with which of the following individuals?
1. PAO
 2. Base gym manager
 3. MWR manager
 4. PRT coordinator

- 7-58. In a CE or funded newspaper staff, general assignment writers. are accountable to which of the following individuals?
1. Leisure editor
 2. Sports editor
 3. Associate editor
 4. Editor
- 7-59. Classified ads in CE newspapers are listings of commerical goods and services available to members of the command.
1. True
 2. False
- 7-60. You are unsuccessful in enlisting the services of a volunteer cartoonist for your CE or funded newspaper. What action should you take?
1. Direct a general assignment writer to take over all cartoonist duties
 2. Ask the publisher to provide a cartoonist
 3. Lift the art you need from existing Navy publication
 4. Order the monthly Navy Editor Service from NIRA
- 7-61. The amount of photographic support a CE or funded newspaper staff can get from the base imaging facility largely depends upon the availability of which of the following resources?
1. Funds
 2. Personnel
 3. Both 1 and 2 above
 4. Transportation
- 7-62. The associate editor should examine personnel factors and work in progress before making story assignments. This is done primarily for what reason?
1. To make sure the staff is adequately crorss-trained
 2. To make sure no one staff member is backed up on assignments
 3. To maintain a good working relationship with the editor
 4. To make sure that military duties receive top priority
- 7-63. The newspaper staff master assignment sheet should be maintained in which of the following locations?
1. Editor's office
 2. associate editor's office
 3. Main office bulletin board
 4. Coffee lounge
- 7-64. What is the purpose of a copy log?
1. To list stories that are ready for the editor's review
 2. To list, by date, all of the stories produced by the staff in a production year
 3. To list, by date, the stories that are typeset and ready for proofreading
 4. To list stories that are completed and ready for layout in the paper
- 7-65. Which of the following items are NOT normally part of a typical newspaper staff credential?
1. Expiration date
 2. Social security number
 3. Organization name
 4. PAO or CO signature

- 7-66. You are the associate editor of a large CE newspaper. A staff planning session has prompted several major style and editorial changes to all main sections of the paper. In this case, you should run a readership survey within how many months of the changes?
1. 2 - 4
 2. 5 - 7
 3. 8 - 12
 4. 13 - 17
- 7-67. Before you start a beat system for your newspaper, you should consider which of the following factors?
1. Tile size of the command or installation and the size, of the Staff
 2. The size and circulation of the newspaper
 3. The total number of stringers available and the size of the newspaper
 4. The total number of potential readers and the size of the command
- 7-68. You are in charge of running a stringer system for your funded newspaper. As a minimum requirement, you should make sure your stringers can perform which of the following functions?
1. Type 15 words a minute
 2. Call in news tips
 3. Write simple news stories
 4. Take simple news photographs
- 7-69. You should provide feedback to your stringers in which of the following forms?
1. Recognition
 2. Constructive criticism
 3. Both 1 and 2 above
 4. Training
- 7-70. When selecting a photograph for publication, you should consider the quality of the photograph as well as the information in the outline.
1. True
 2. False
- 7-71. When selecting a photograph for publication from a contact sheet, which of the following is NOT a rule for you to follow?
1. The photograph should be composed to follow the "rule of thirds"
 2. The subject of the photograph should be identifiable in at least a one-quarter frontal view
 3. The photograph should have only one center of interest
 4. The subject of the photograph should be looking at the point of interest
- 7-72. You are running a story about the services available at the local Navy hospital. To support the story, you consider a photograph that shows a hospital patient in the background. Before you use the photograph, what action, if any, should you take?
1. Get a signed release form from the CO of the hospital
 2. Get a signed release form from the photographed patient
 3. Get verbal permission from the PAO of the hospital
 4. None
- 7-73. All of the following items are included in a typical set of newspaper galley proofs except which one?
1. Outlines
 2. Artwork
 3. Photographs
 4. Headlines

7-74. When you proof the blueline, you can get the most thorough check by comparing it to which of the following documents?

1. Galley proofs
2. Reporter's original copy
3. Editor's working copy
4. Master assingment sheet

7-75. Desktop publishing encompasses which of the following newspaper production techniques?

1. Design
2. Document reproduction
3. Page makeup
4. All of the above